

00594651-061500

PATH A: SOURCE TO ARS

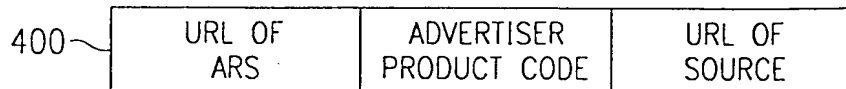


FIG. 4a

PATH B: ARS TO SOURCE

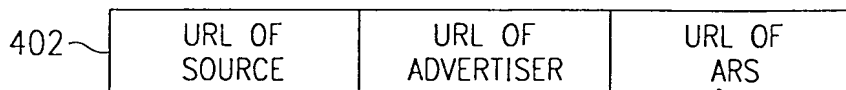


FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

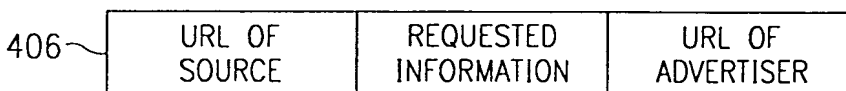


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

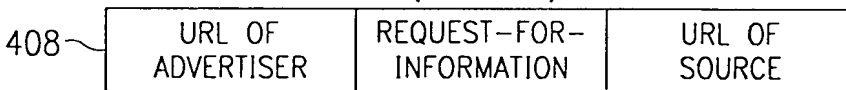


FIG. 4e

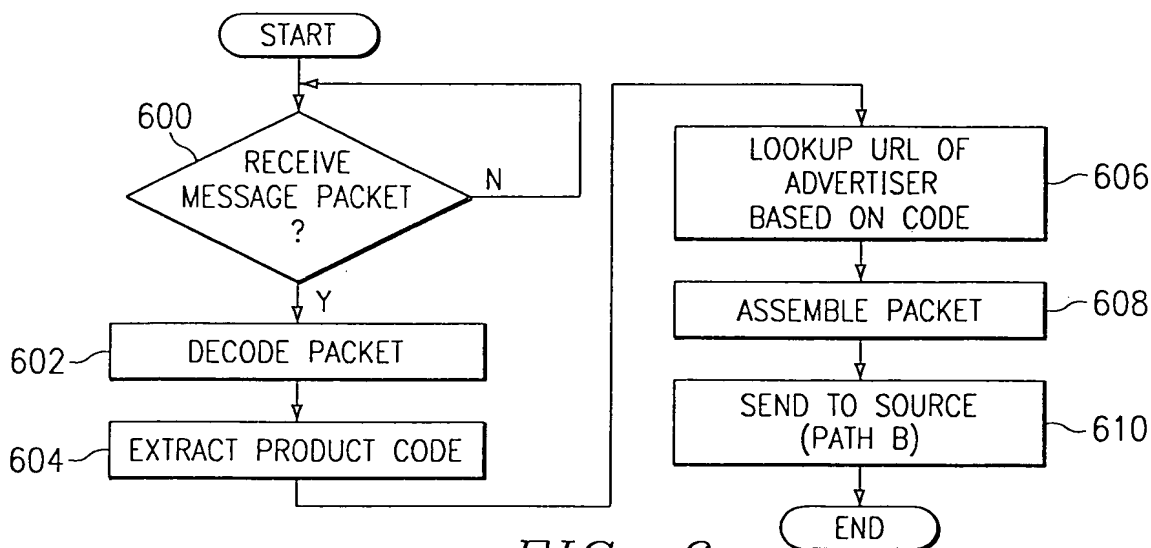


FIG. 6

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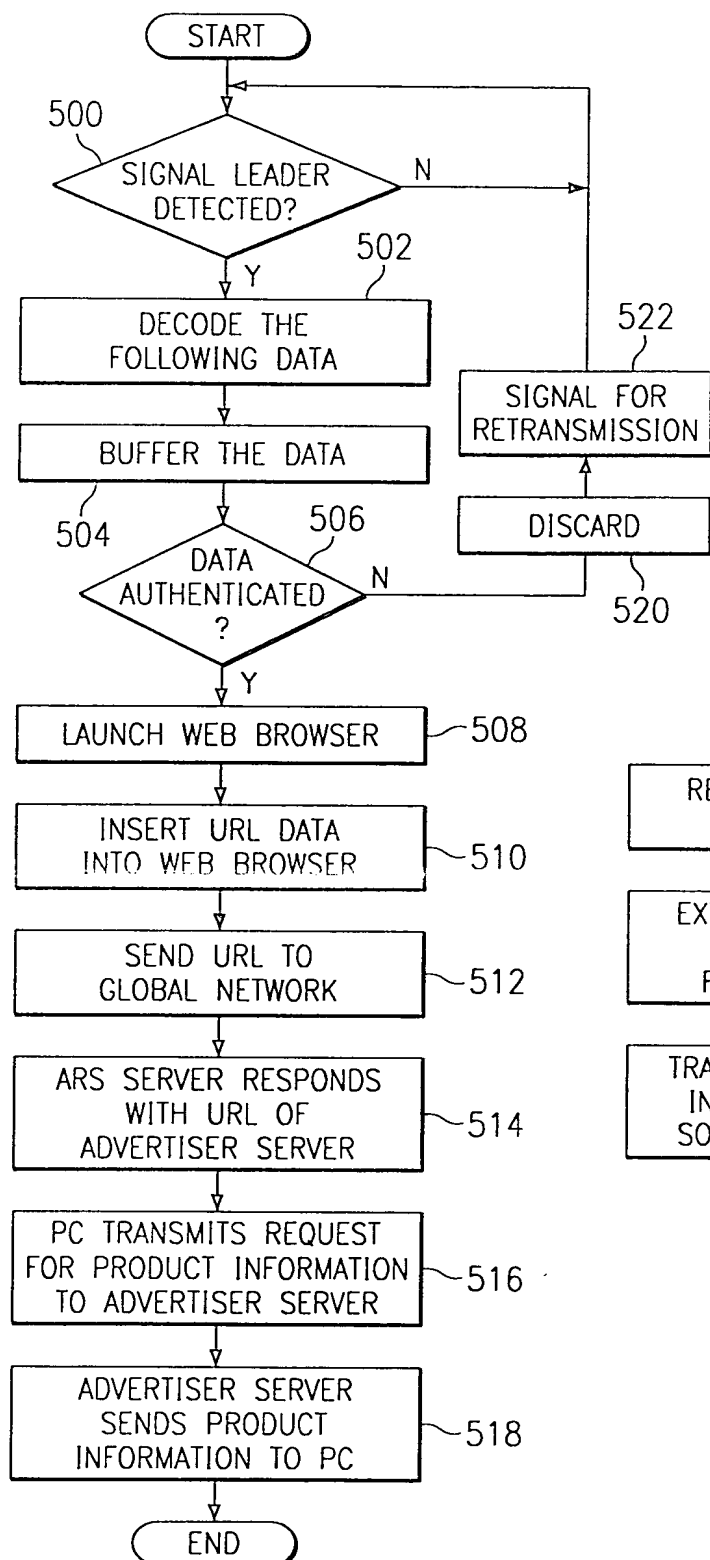


FIG. 5

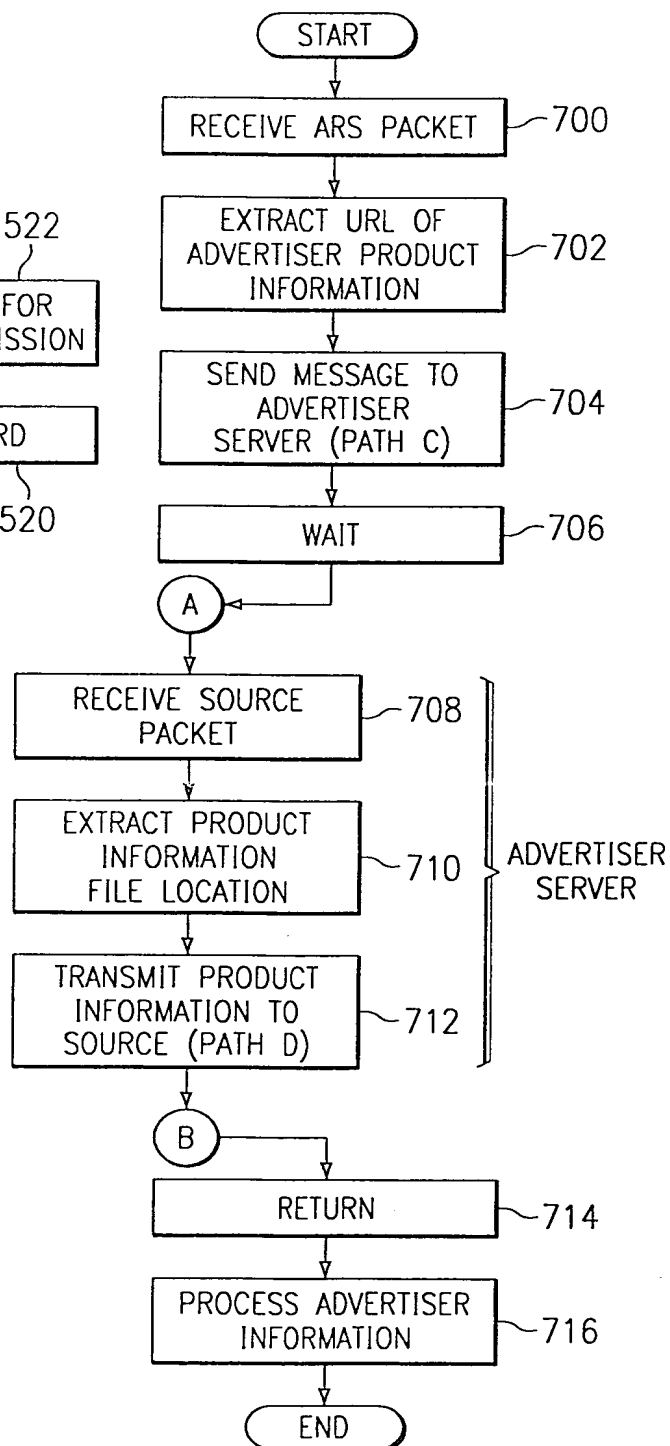
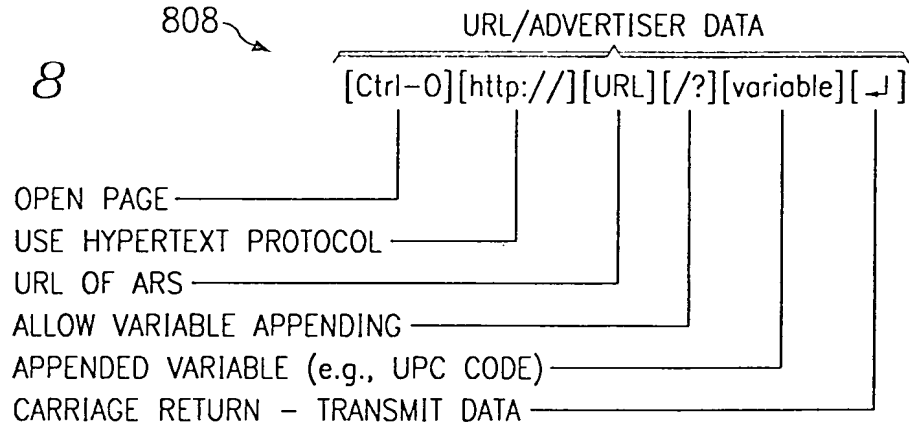
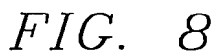
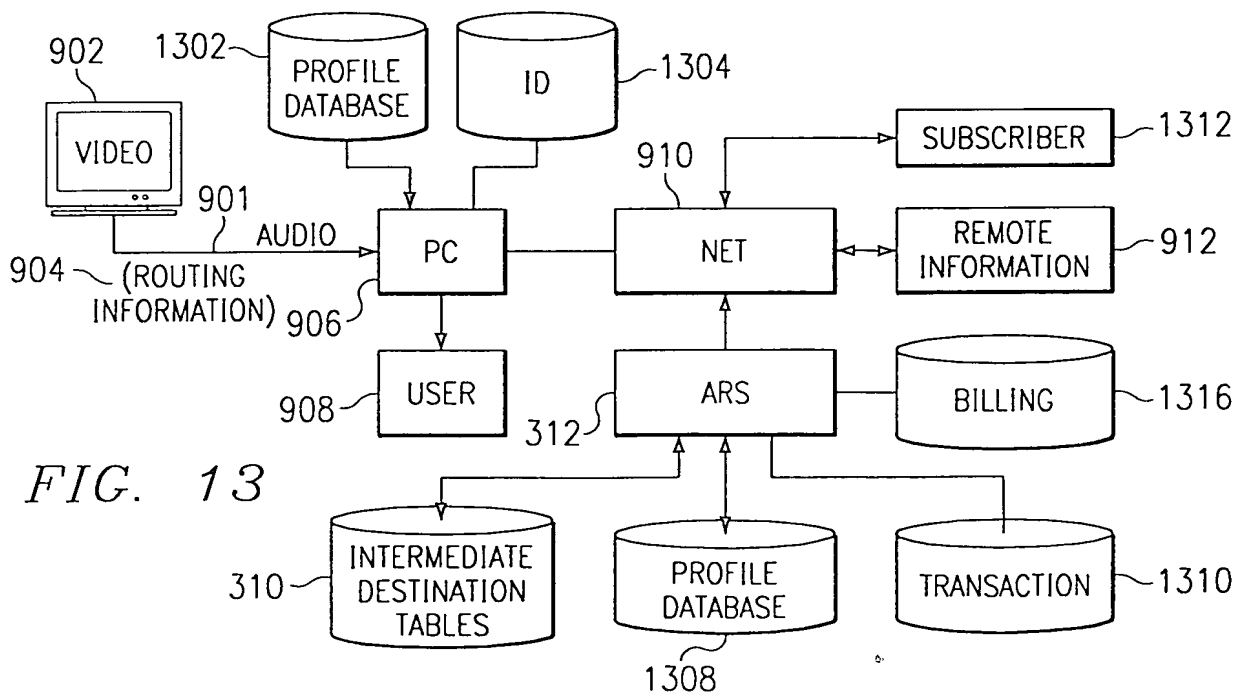
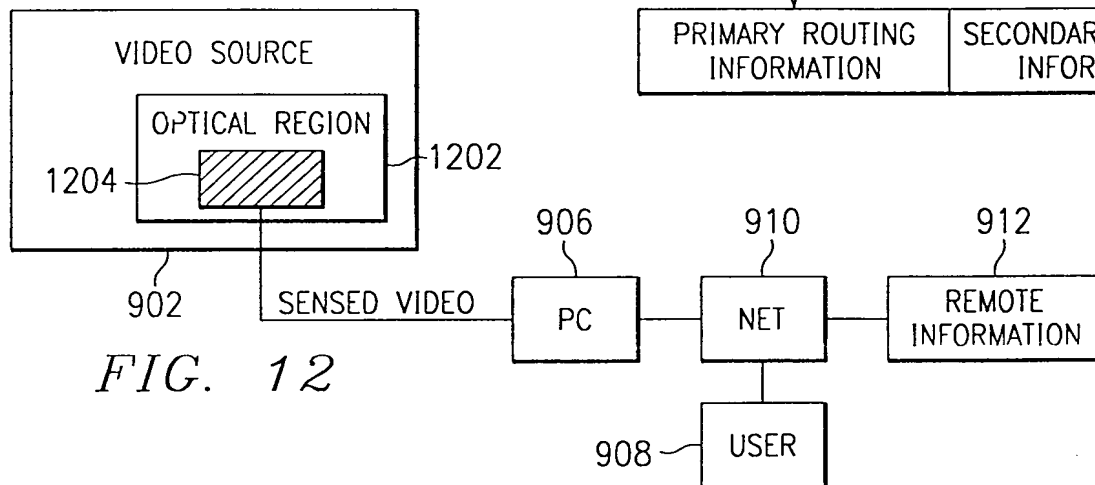
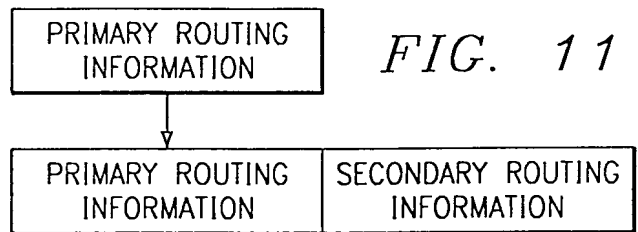
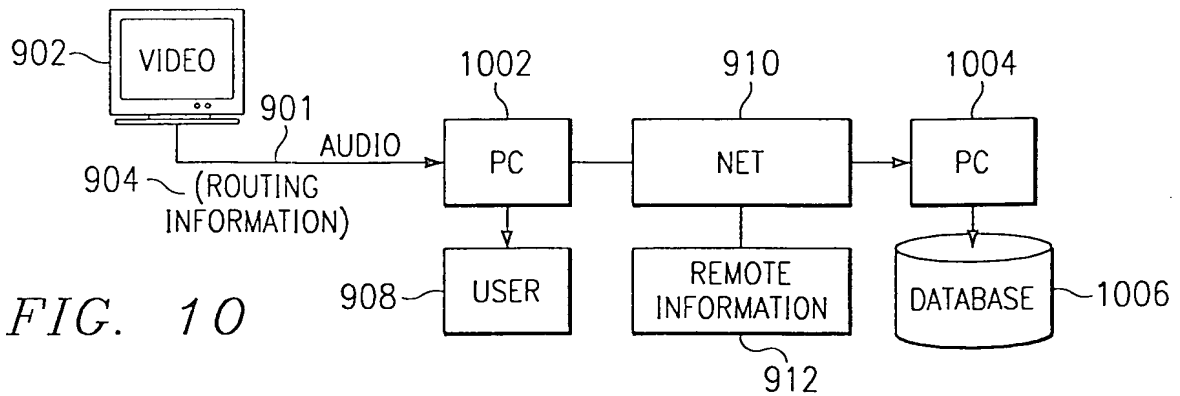
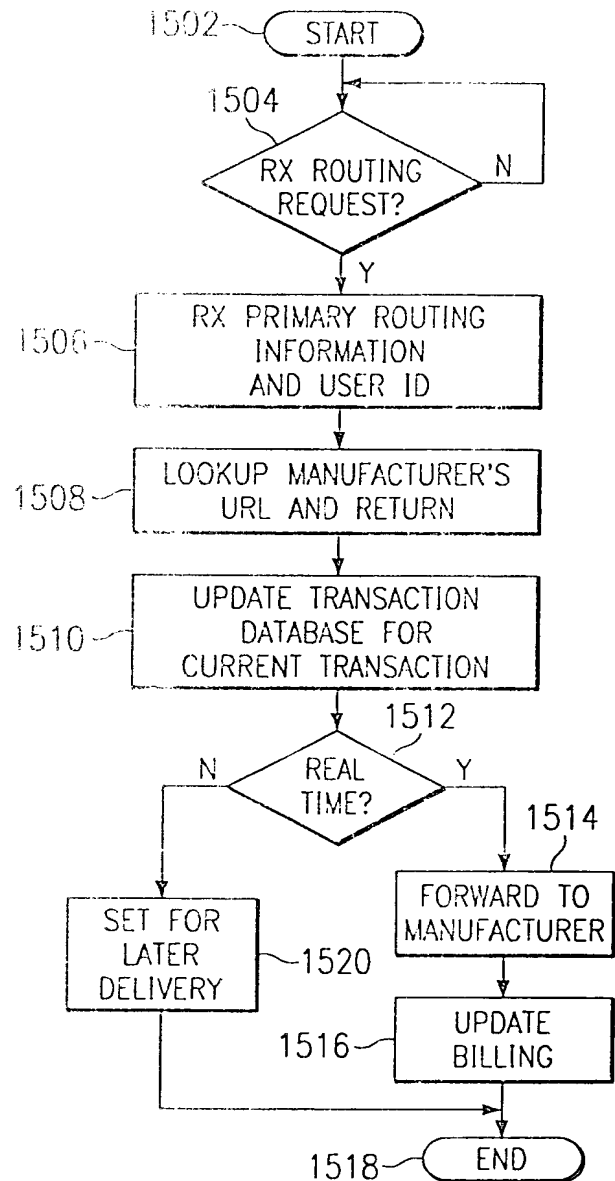
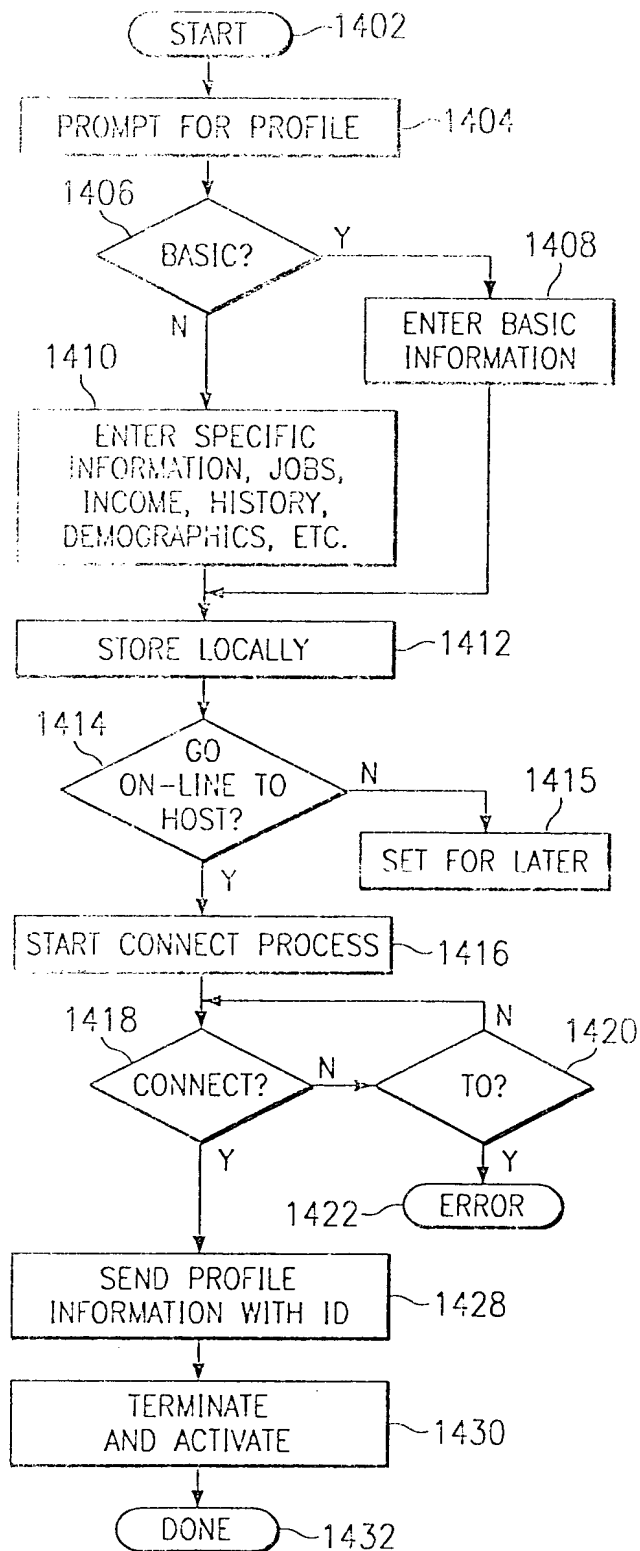


FIG. 7





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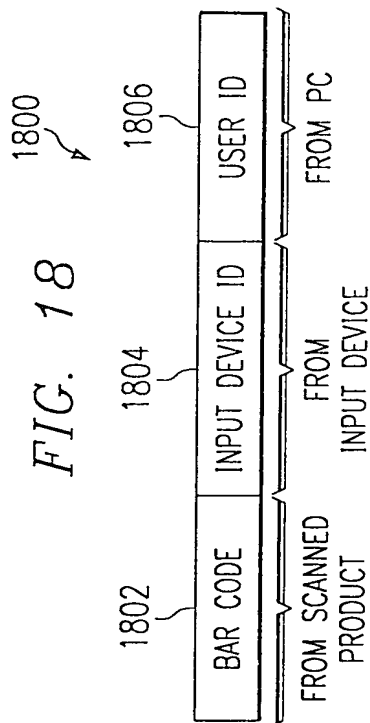
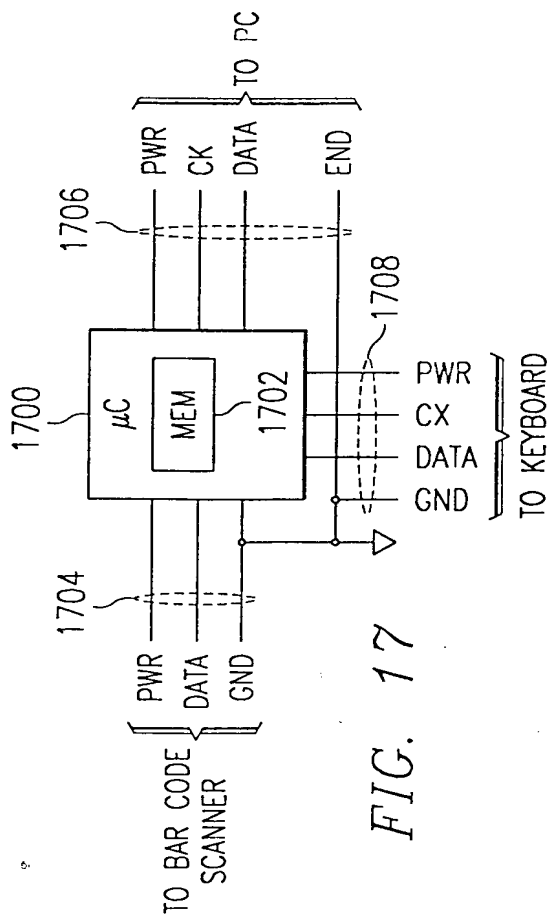
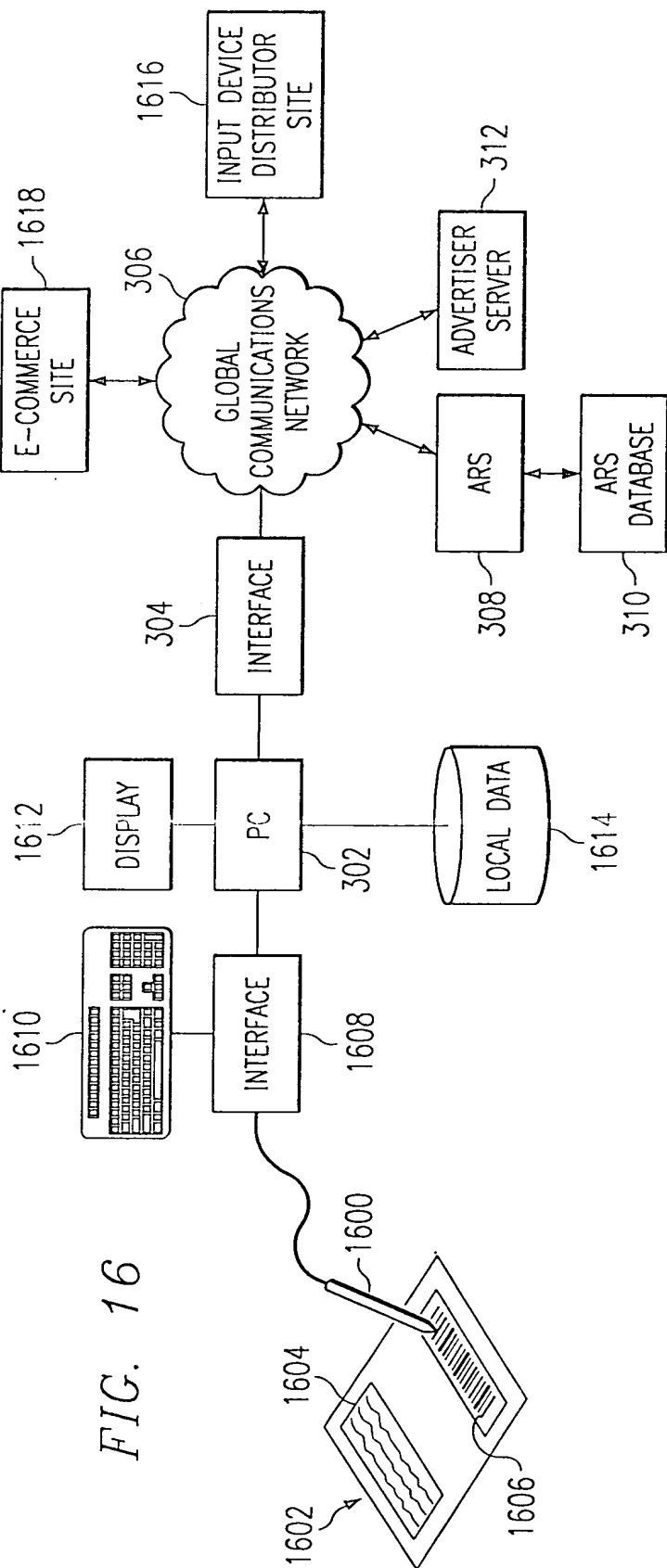


FIG. 19

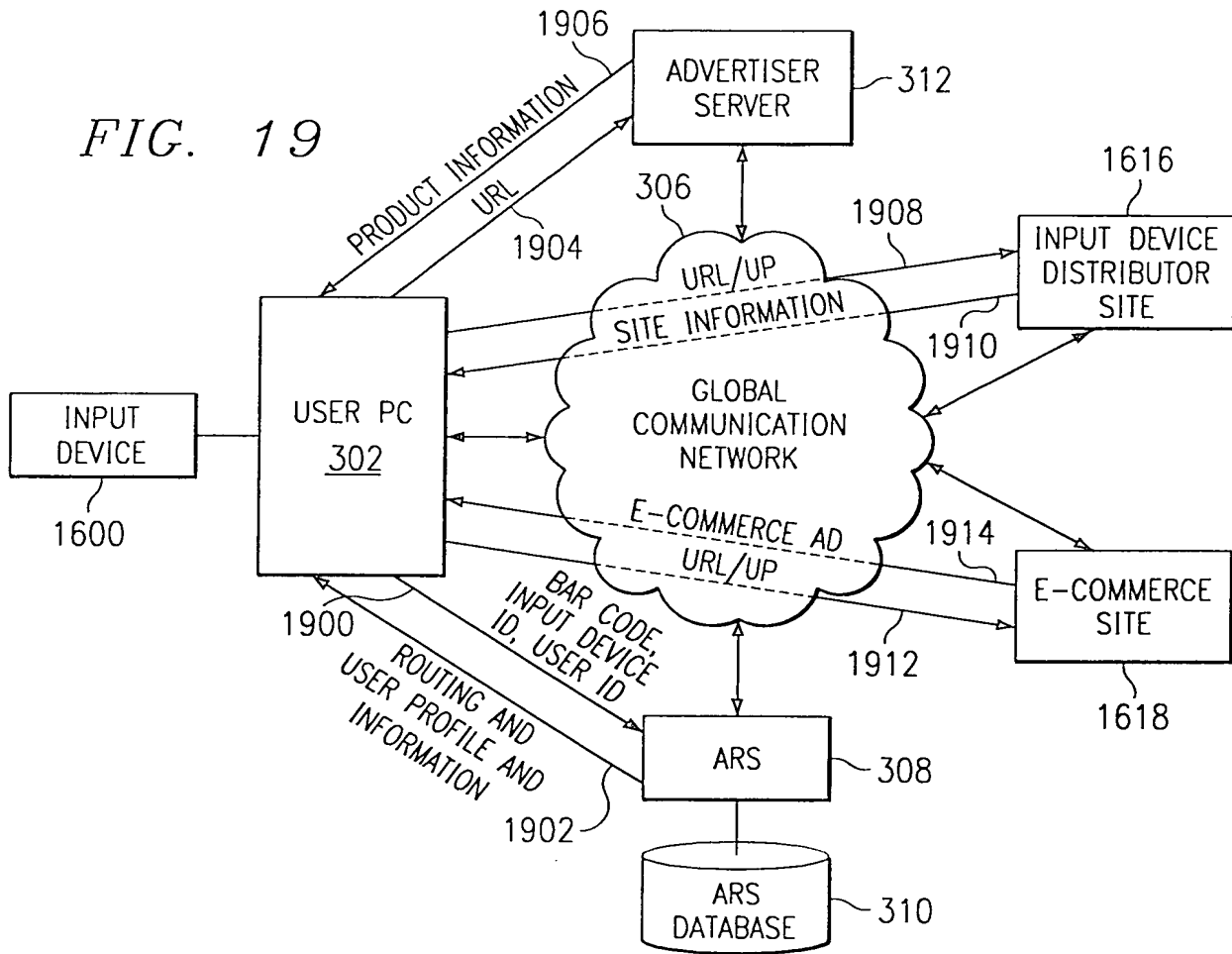


FIG. 20

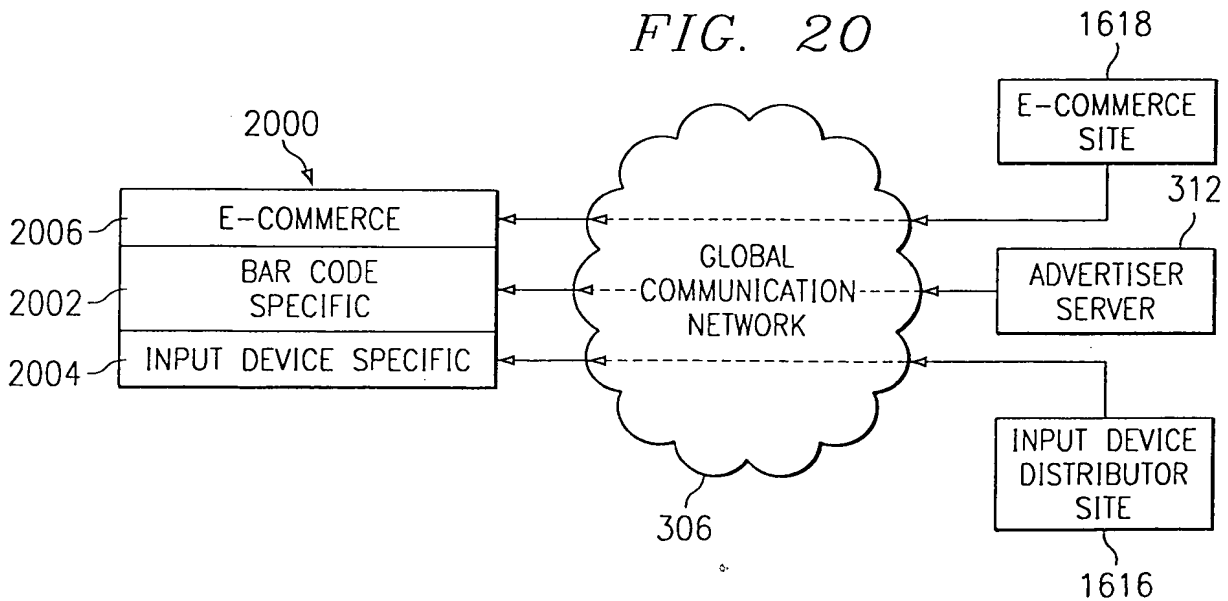


FIG. 21

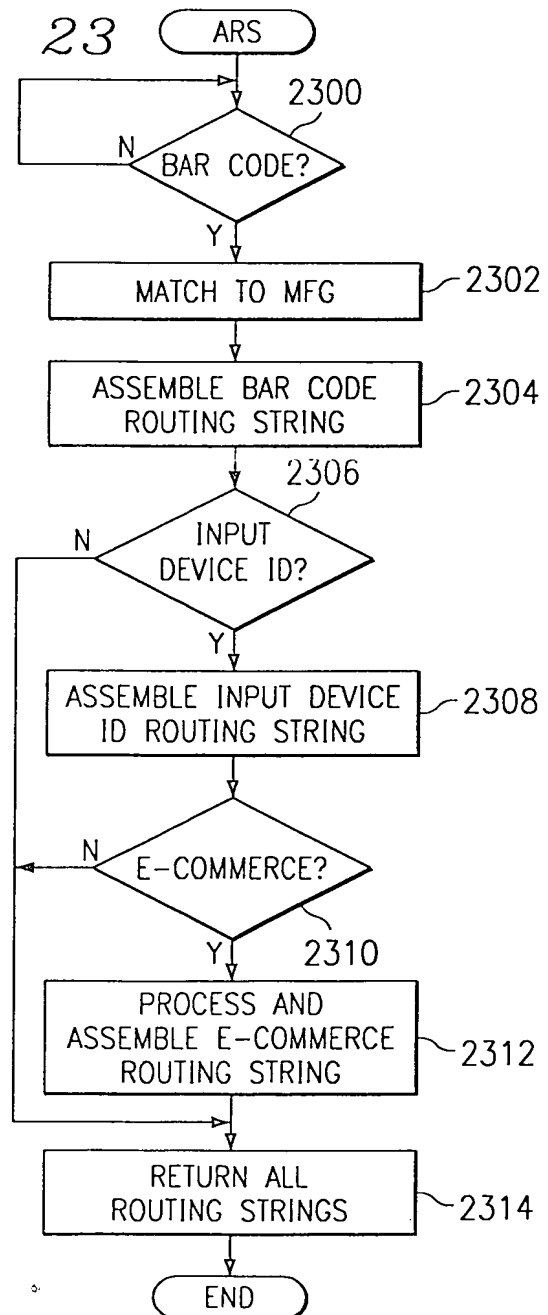
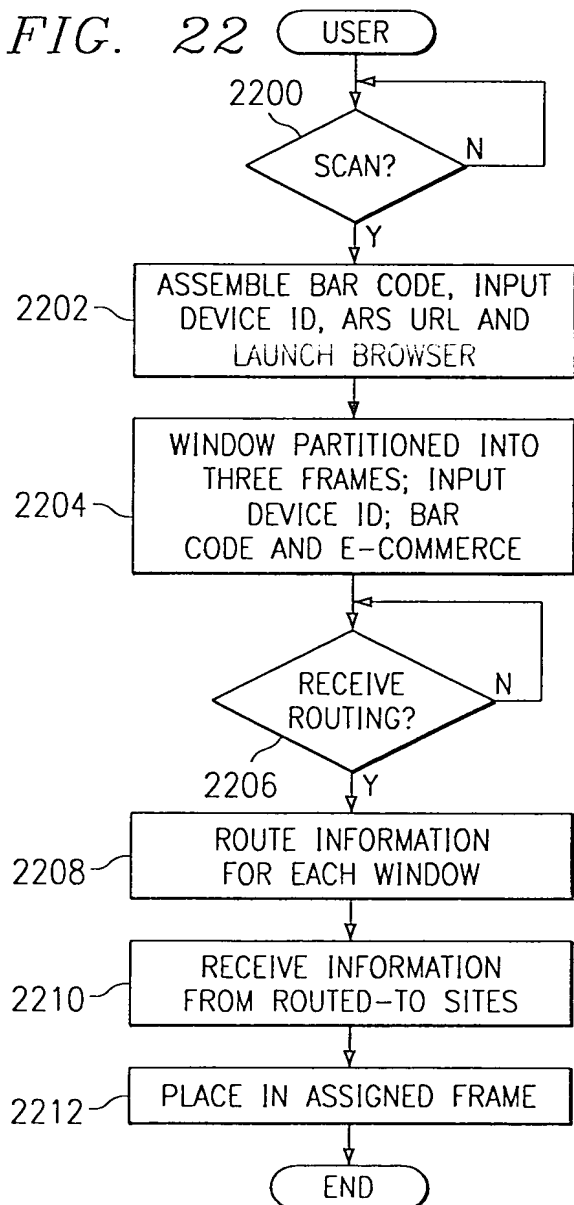
ARS DATABASE

2100

2102		2104		2106	2108	
PRODUCT		INPUT DEVICE		USER	E-COMMERCE	
BAR CODE	ROUTE	ID	DISTRIBUTOR	PROFILE	BAR CODE	INFORMATION

FIG. 23

FIG. 22



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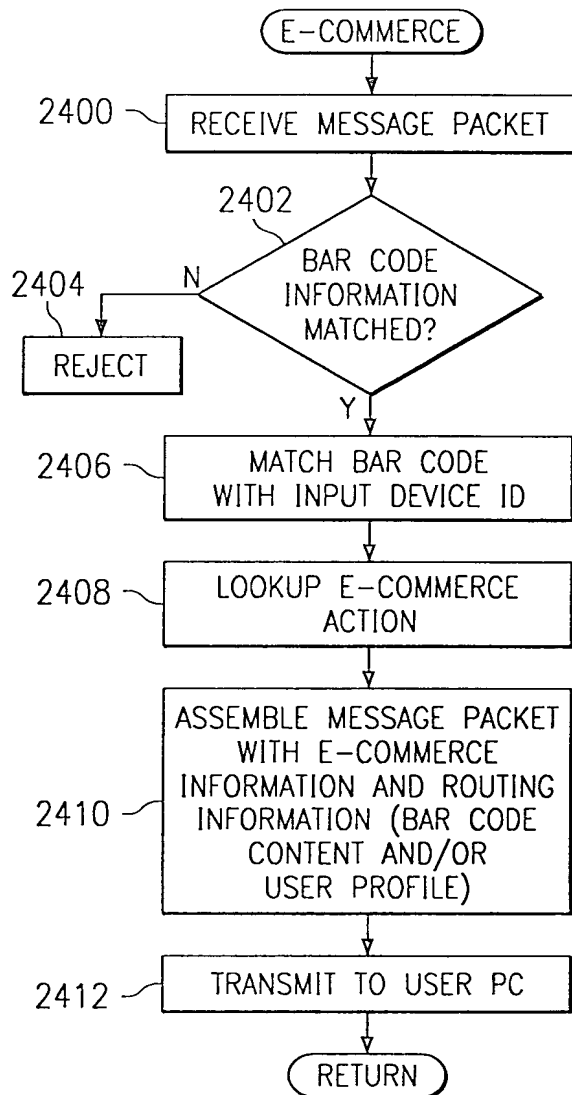


FIG. 24

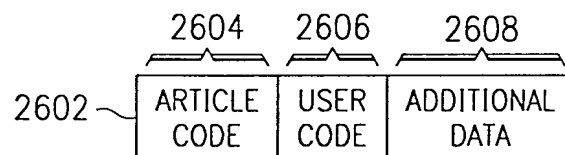
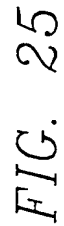


FIG. 26

2604 ARTICLE CODE	2704 ROUTING INFORMATION	TARGET SITE
3800043400	www.domain.com\contesto\target1	TARGET 1
3800043410	www.domain.com\contesto\target2	TARGET 2
7800001234	205.xxx.xxx.123	TARGET 3
5490003019	205.xxx.xxx.456	TARGET 4

FIG. 27



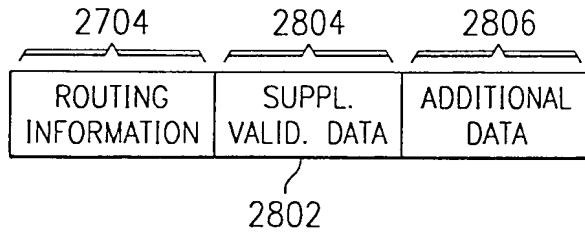


FIG. 28

2606	2904		
USER CODE	VALID?	USER PHONE	USER AGE
015683	YES	555-111-1234	35
015684	YES	555-222-2345	19
015685	NO		
015686	YES	555-333-5678	28
	2905	2906	2908

FIG. 29

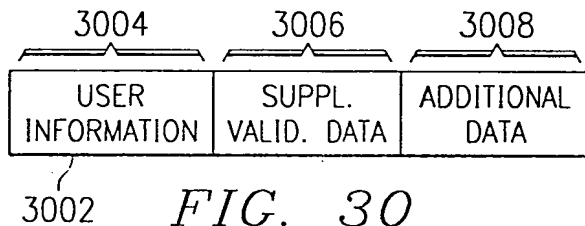


FIG. 30

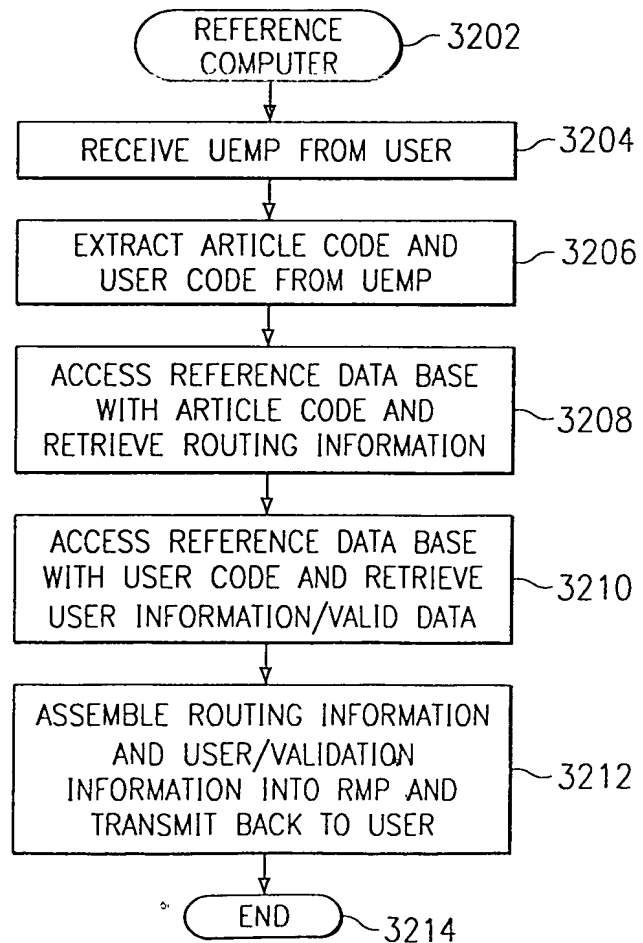


FIG. 32

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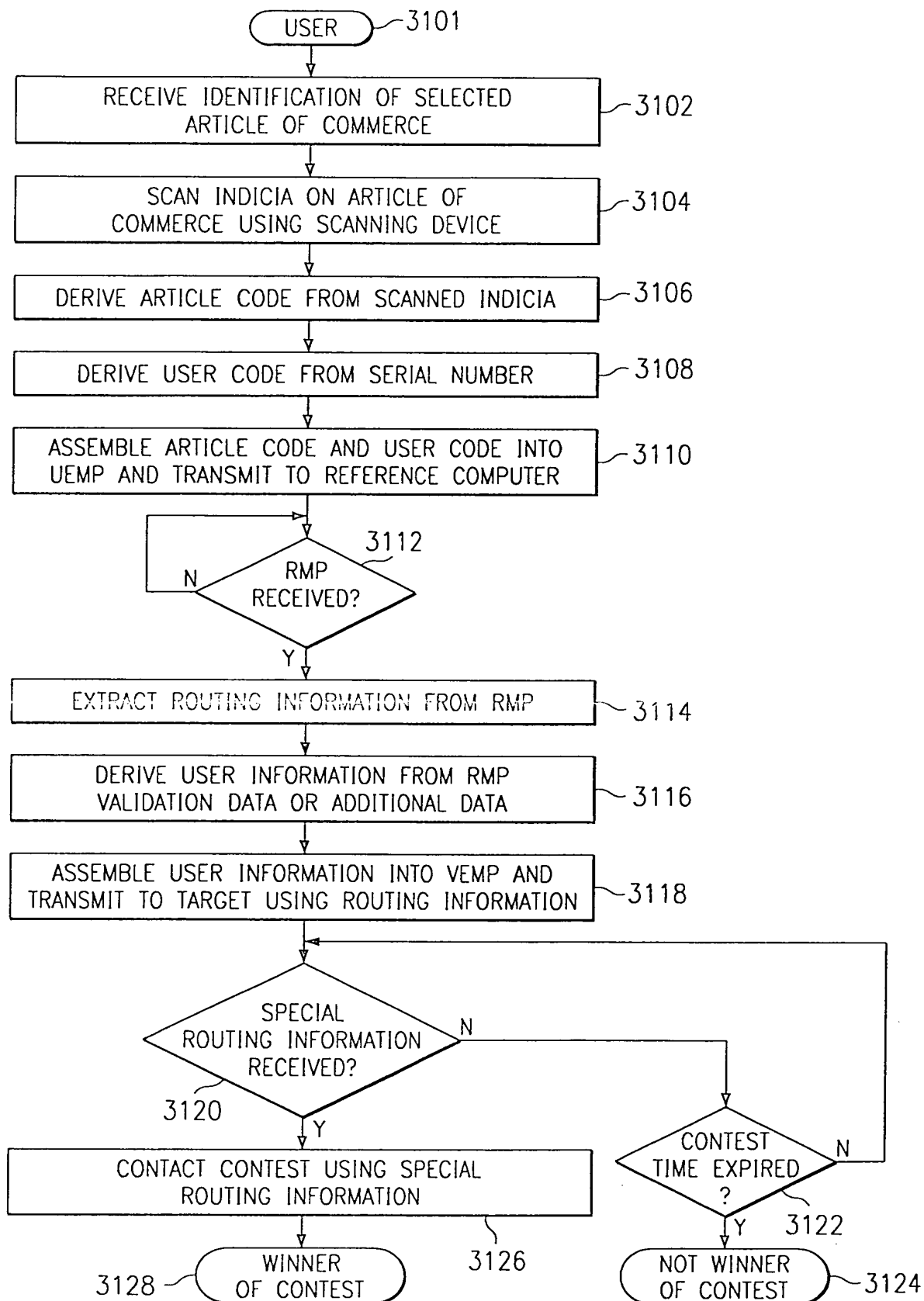


FIG. 31

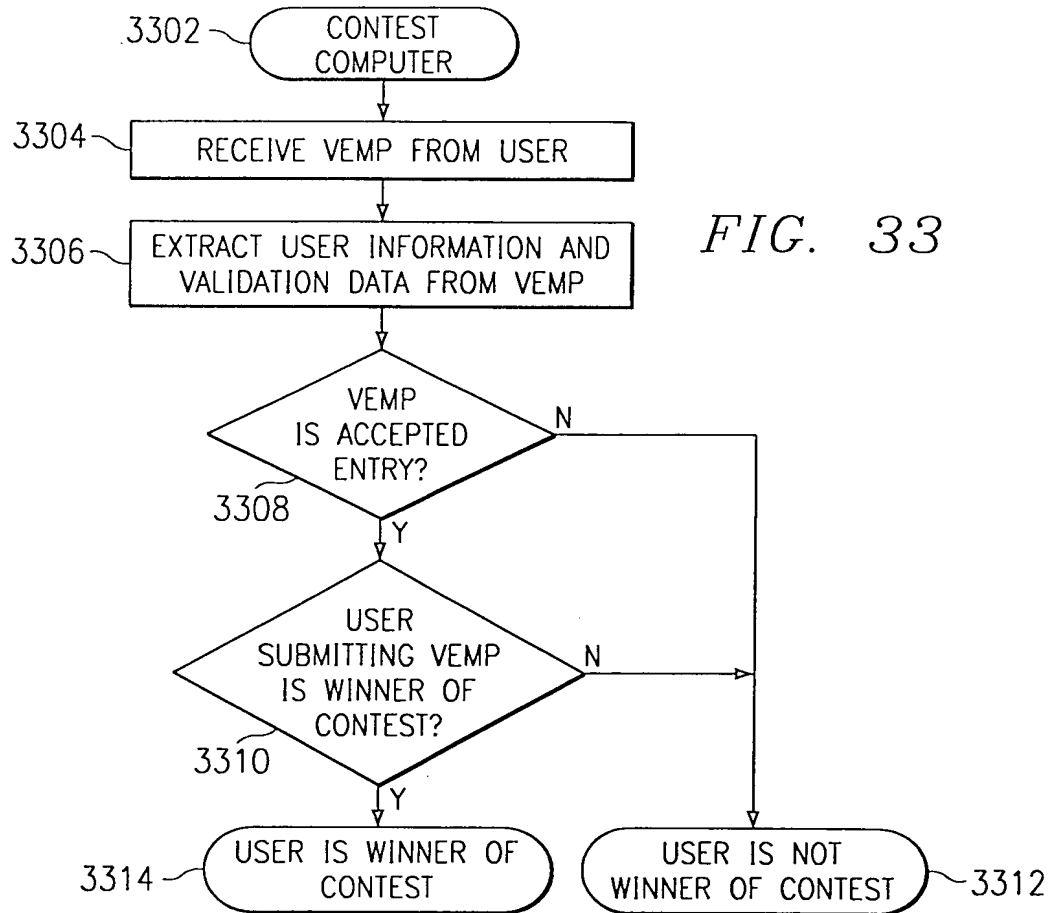
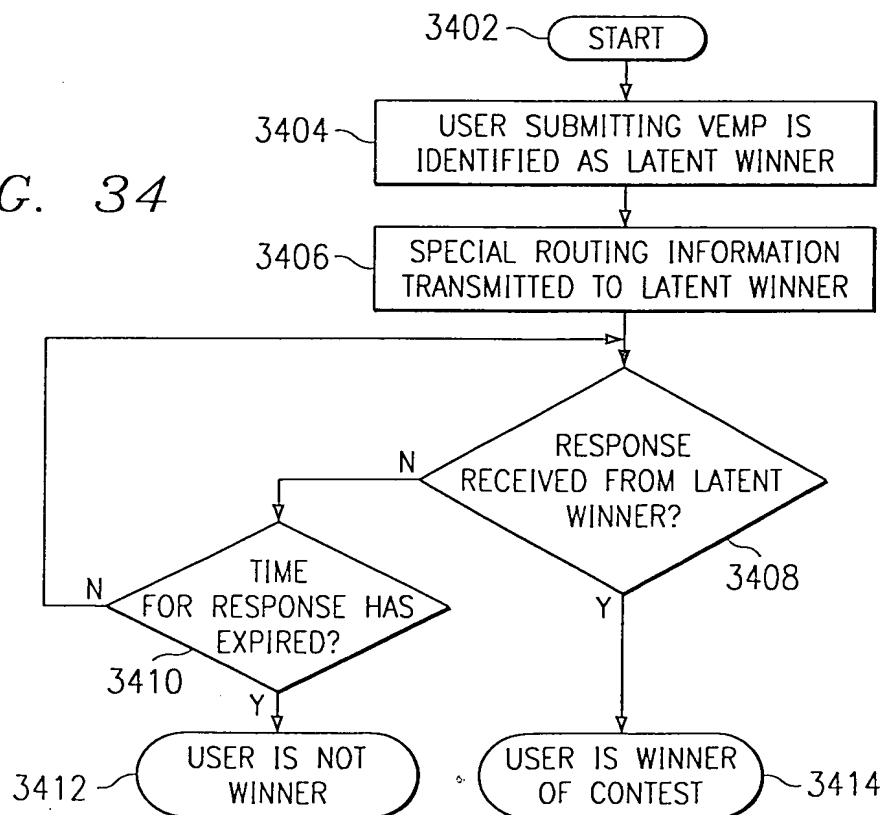


FIG. 34



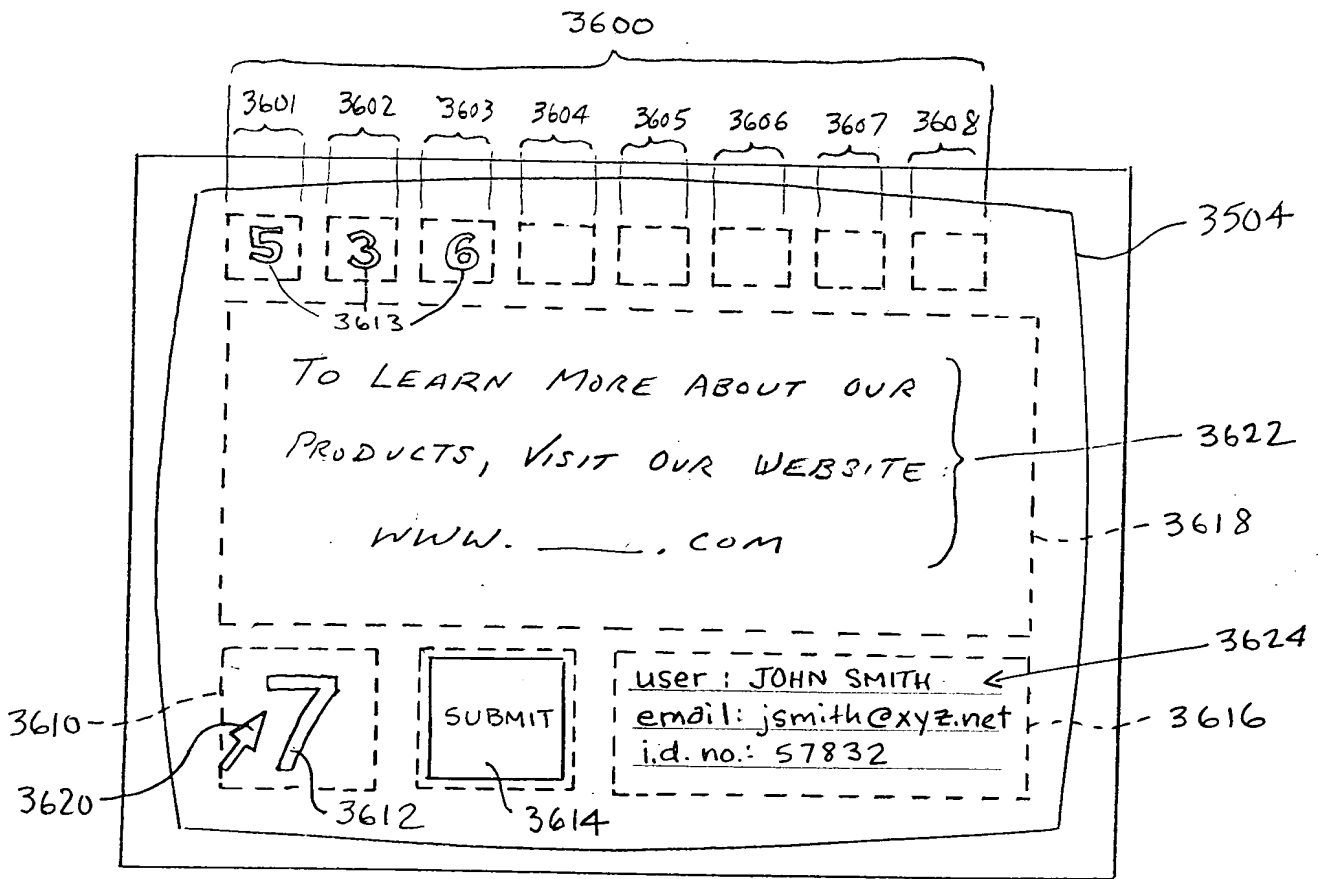


FIG. 36

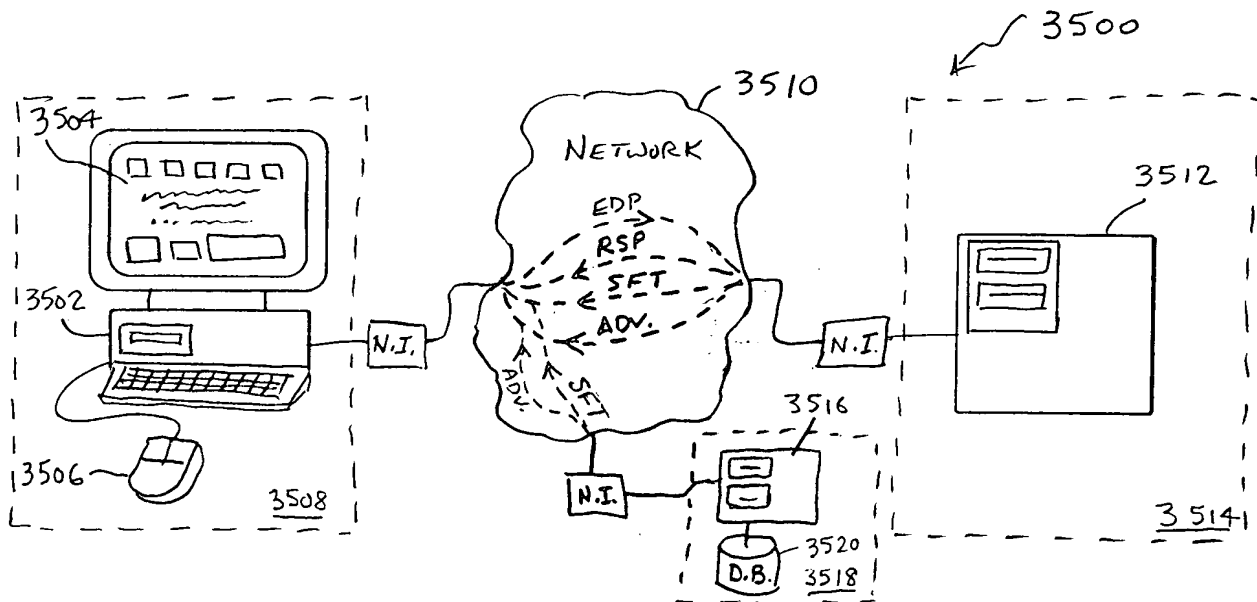


FIG. 35

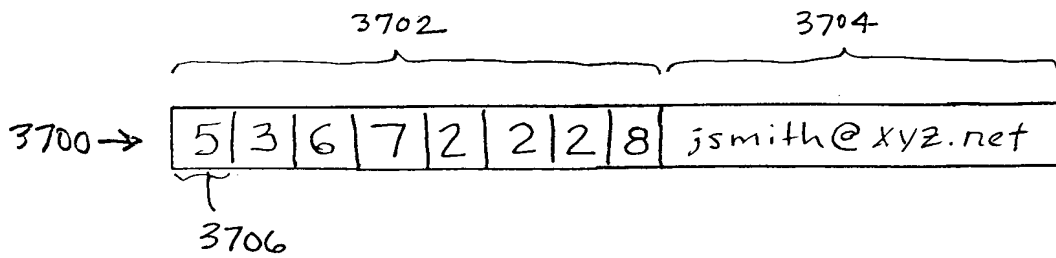


FIG. 37

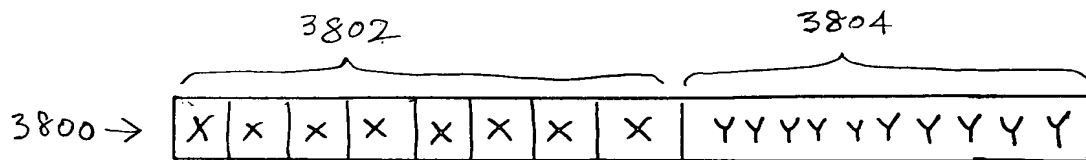


FIG. 38

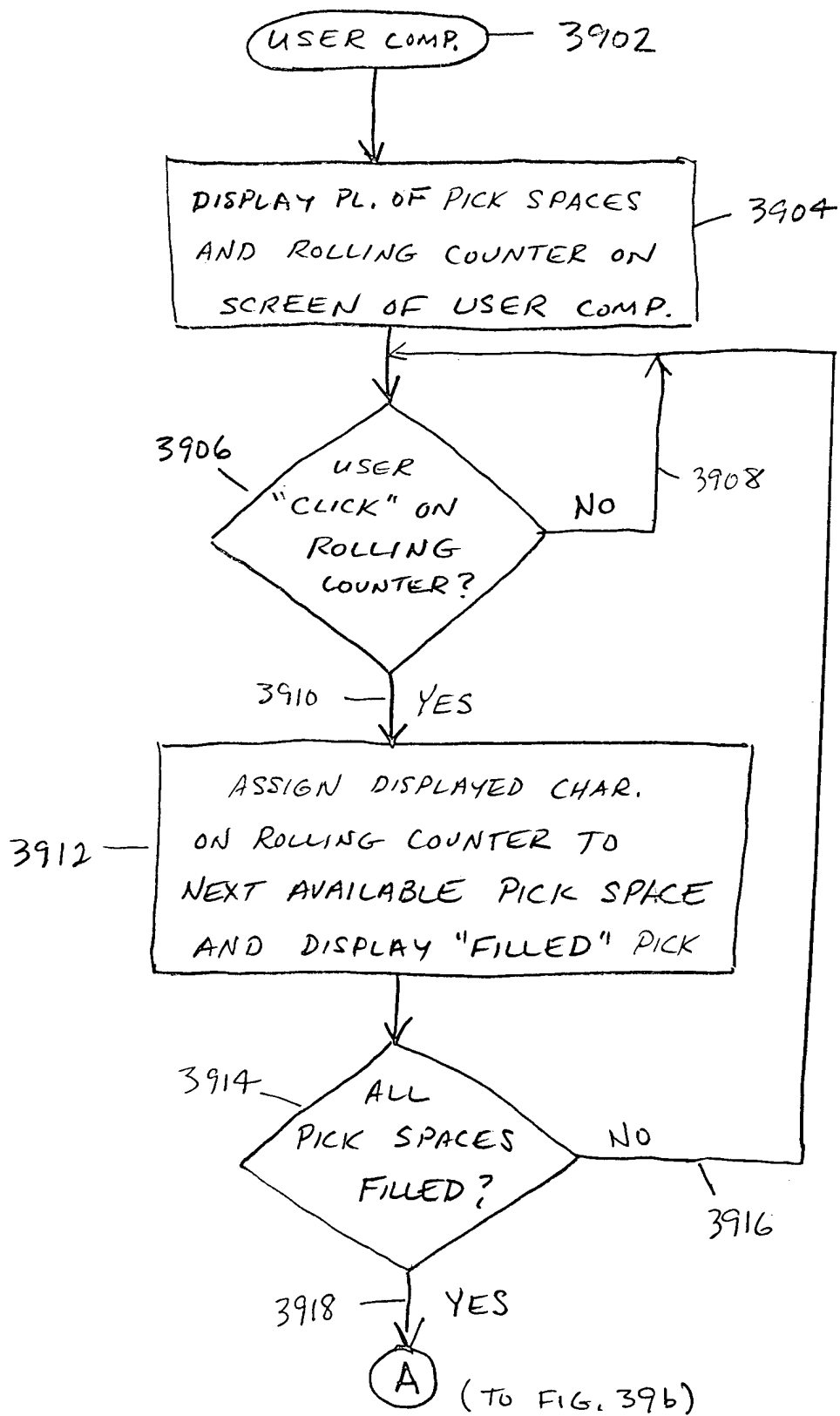


FIG. 39a

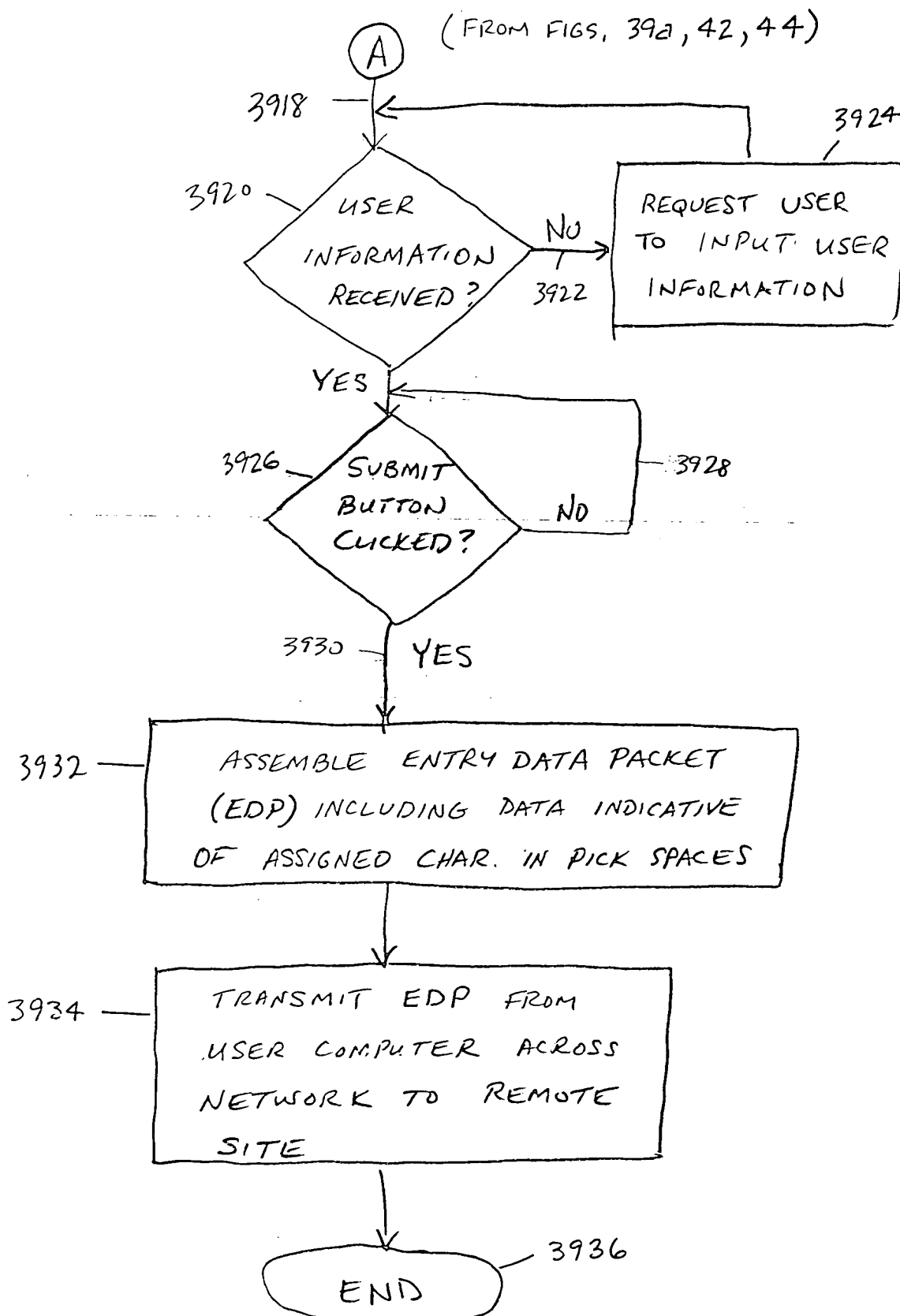
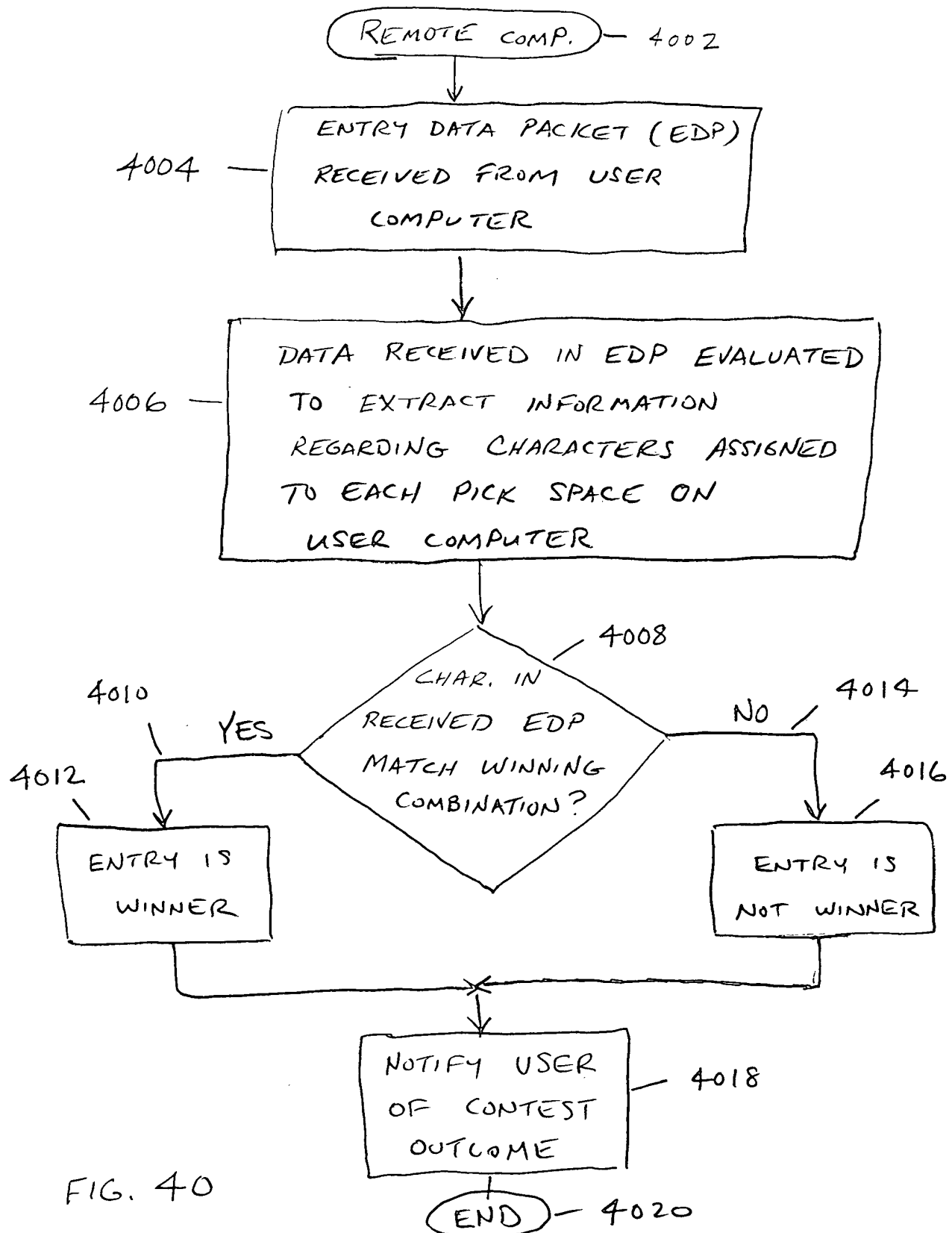


FIG. 39b



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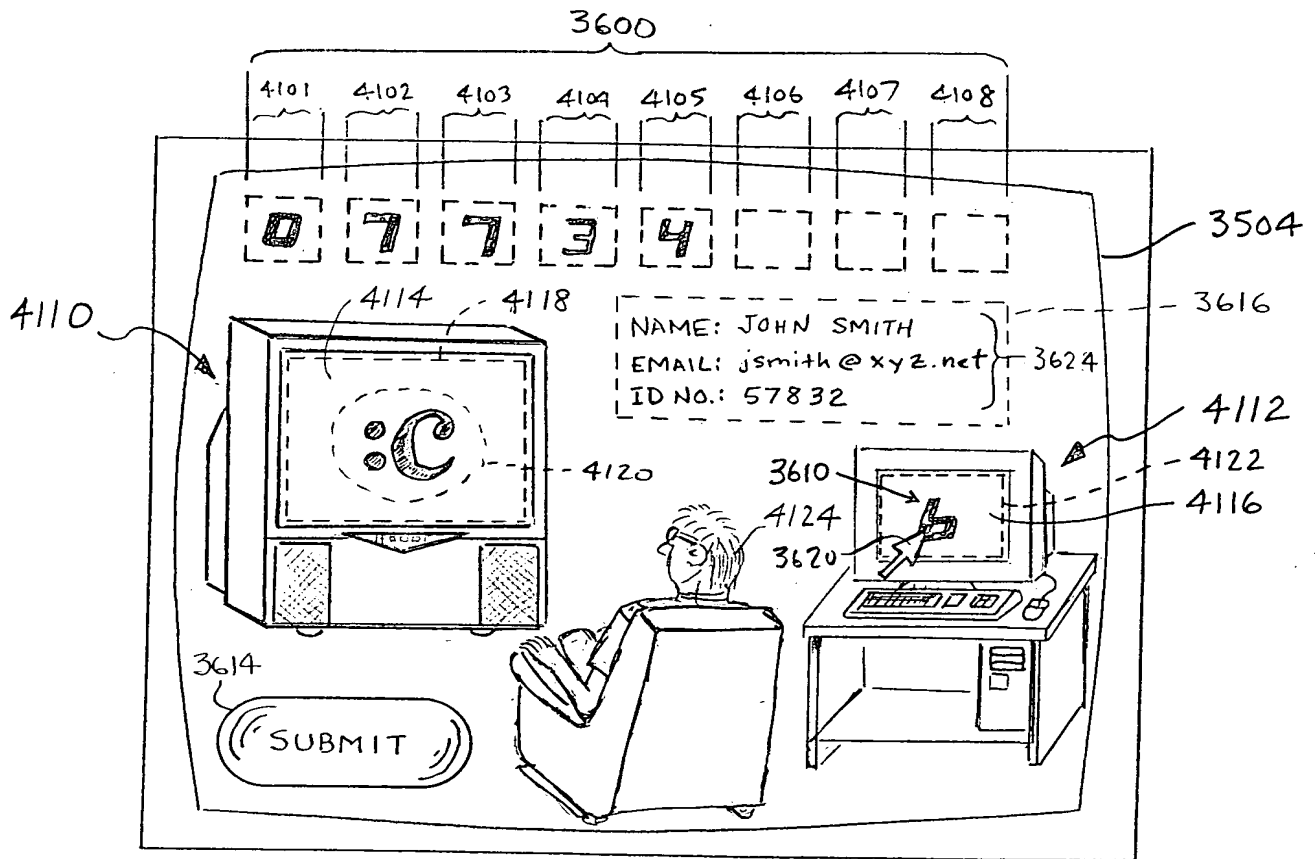
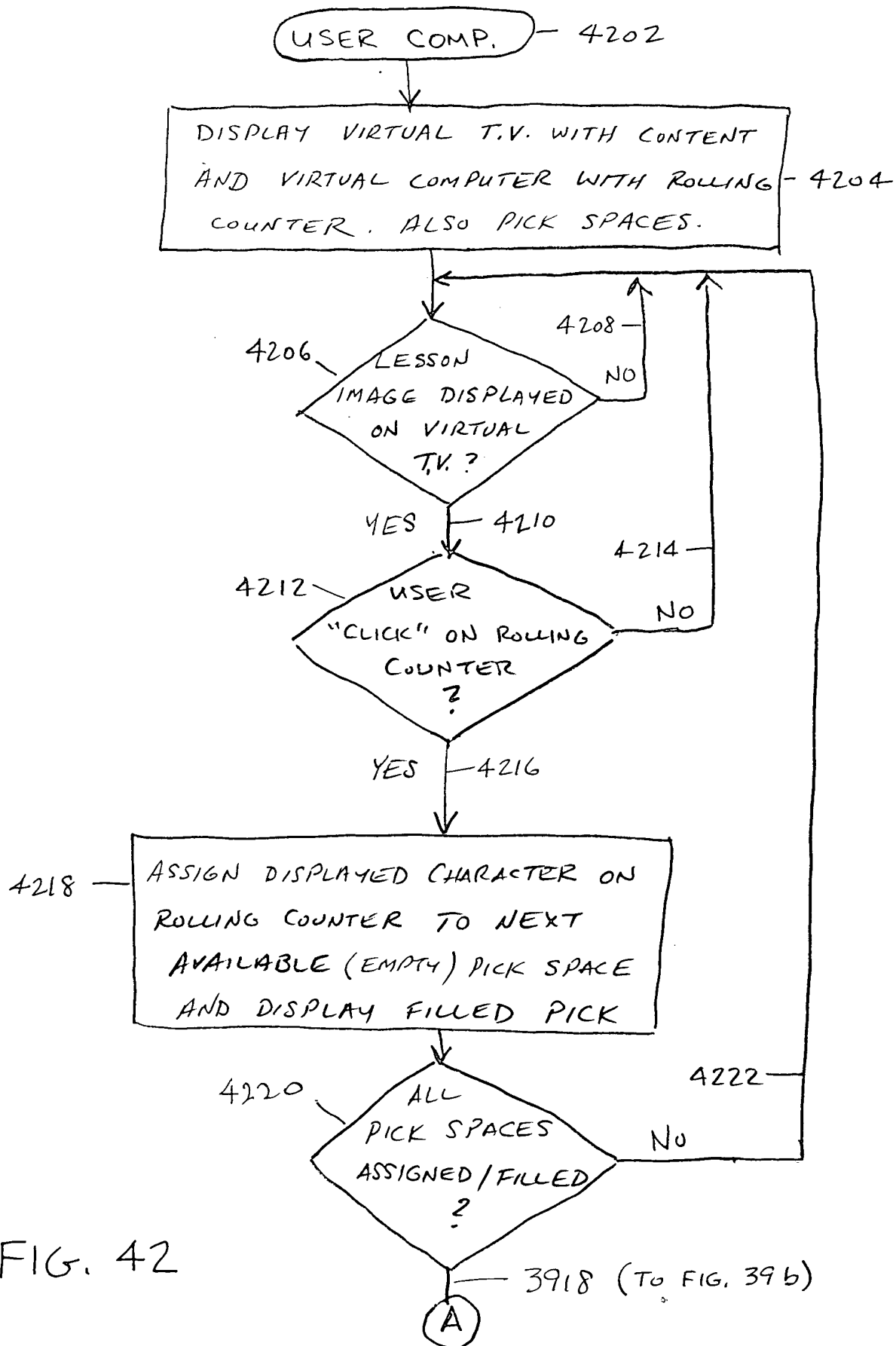


FIG. 41



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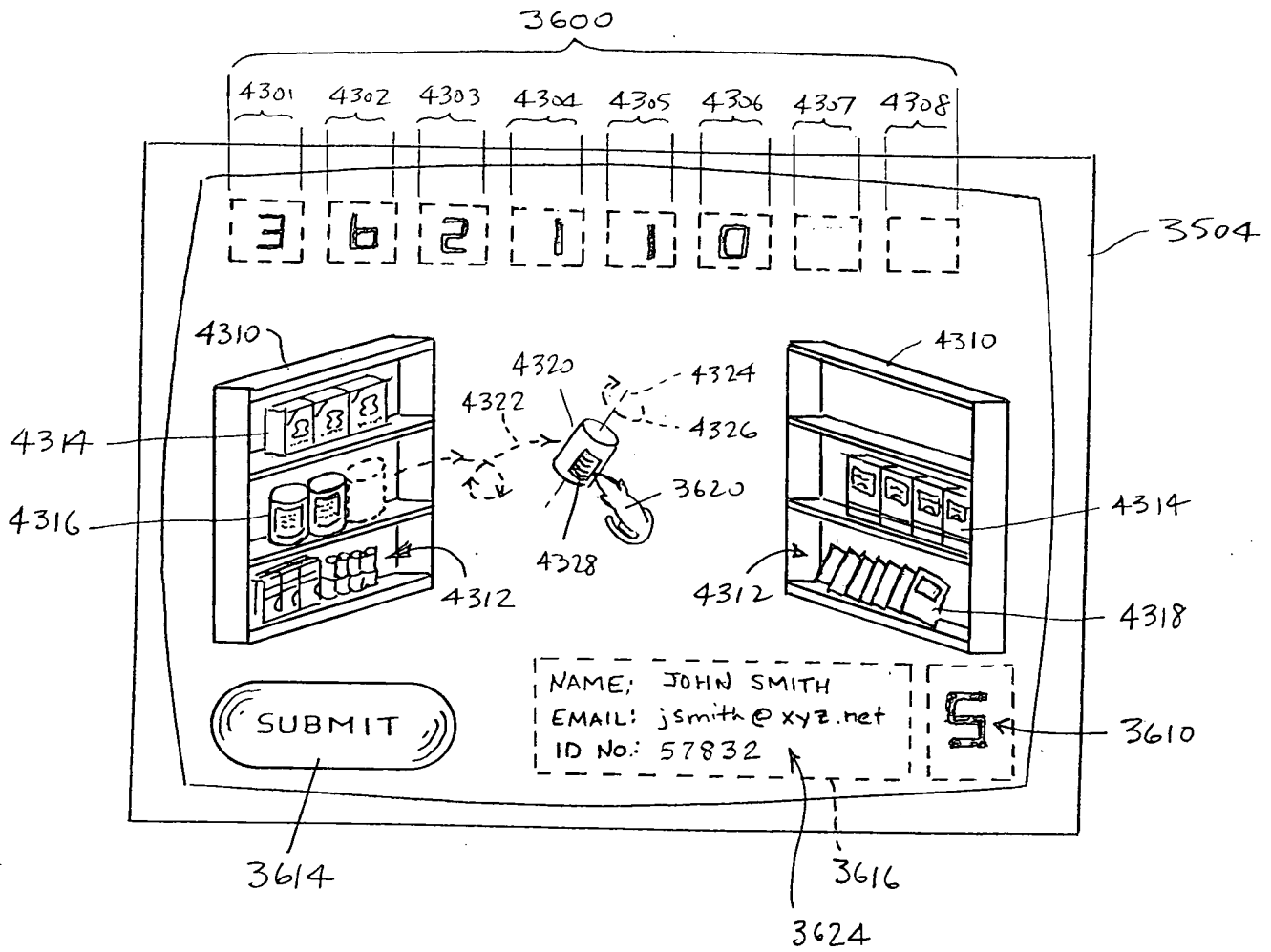


FIG. 43

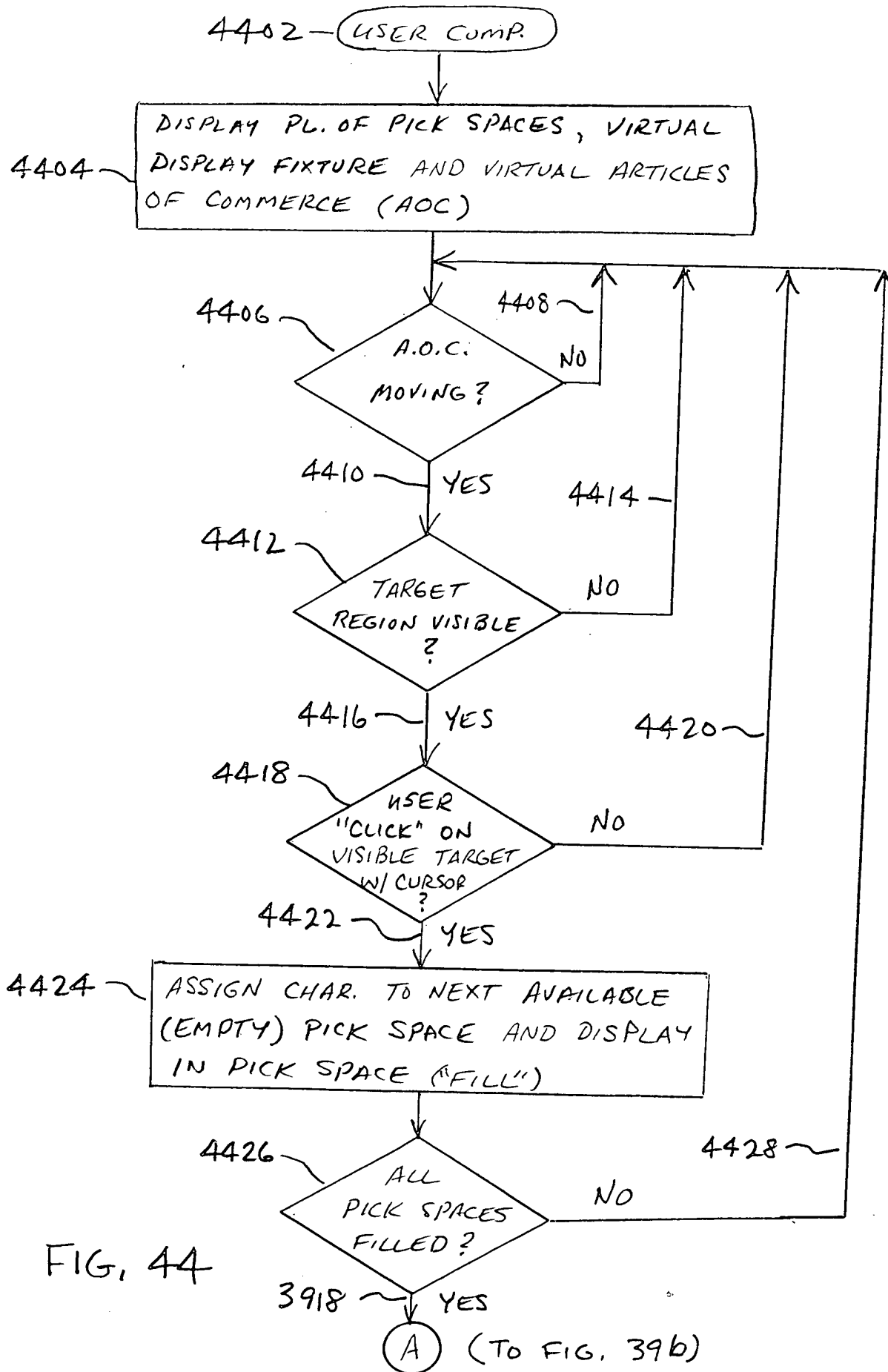


FIG. 44

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